

Attorney Docket No. 50269-0600



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:		
)	Confirmation No.: 9385
Shubhasheesh Anand, et al.	j	
	j j	Examiner: NYA
Serial No.: 10/672,294	j	
•	j	Group Art Unit No.: 2141
Filed on: September 26, 2003	í	*

For: Targeted Use of Search Results

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 [together with copies of the documents cited on that form. It is respectfully requested that the cited documents be considered and that the enclosed Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicants.

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under 37 C.F.R. §1.97(b) and includes the following statement pursuant to 37 C.F.R. §1.97(e):

> X 1.97(e)(1) The undersigned hereby states that each item of information contained in this information disclosure statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement.

Attorney Docket No. 50269-0600

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

Dated: 2/25/05

HICKMAN PALERMO TRUONG & BECKER LLP

Brian D. Hickman Reg. No. 35,894

2055 Gateway Place, Suite 550 San Jose, California 95110-1089 Telephone: (408) 414-1080 Facsimile: (408) 414-1076

(Date of Deposit)

Darci Sakamoto

(Typed or printed name of person mailing correspondence)

Signature of person mailing correspondence)

INFORMATI	ON DISCLOSURE CITATION
SIN	AN APPLICATION
MAR 0 4 2005 4	(PTO-1449)

ATTY. DOCKET NO. SERIAL NO. 50269-0600 10/672,294

APPLICANT:

(PTO-1449) Arricant: Shubhasheesh Anand

FILING DATE:

September 26, 2003

GROUP: 2141

U.S. PATENT DOCUMENTS U.S. Patent Document Name of Patentee or Applicant Exam. Cite Date of Publication of Pages, Columns, Initial* No.1 of Cited Document Cited Document Lines, Where Kind Code² Number MM-DD-YYYY Relevant (If known) Passages or Relevant Figures Appear 6,434,745 R1 Conley, Jr. et al. 08-13-2002

	FOREIGN PATENT DOCUMENTS							
Exam. Initial*	Cite No. ¹	Office ³		Kind Code ⁵ (If known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		WO	03/02368	80 A1	Yahoo! Inc.	03-20-2003		

OTHER ART - NO PATENT LITERATURE DOCUMENTS				
Examiner Cite Include name of the author (in CAPITAL LETTERS), title of the article (when a item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), vo publisher, etty and/or country where published		Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, et	Translation ²	
		Cooley, R. et al., "Web Mining: Information and Pattern Discovery on the World Wide Web" <i>IEEE</i> 1997, pages 558-567.		

Examiner	 Date Considered
Signature	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Unique citation designation number. "See attached Kinds of U.S. Patent Documents." Either Office that issued the documents, by the two-letter code (WPO Standard S.3). "For Japanese patent documents, bis indication of the year of reign of the Emptorer must precede the serial number of patent document. "Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. "Applicant is to place a check mark here if English language Translation is attached."

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Office, Patent and Trademan Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO. Assistant Commissioner for Patents, washington, DC 20231.

		m 1449A/PTO (Modified) heets as necessary) O 1 P 5 (2269-0600 10/672,294		
		MAR 0 4 200 SPULICANT: MAR 0 4 200 SPULICANT: JUING DATE: Agrees September 26, 2003		
		OTHER ART – NO PATENT LITERATURE DOCUMENTS		
Examiner Initials* No! Include name of the author (in CAPITAL LETTERS), till of the article (when appropriate), title of the Initials time (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.				
		Gallagher, K. et al., "A Framework for Targeting Banner Advertising On the Internet" <i>IEEE</i> 1997, pages 265-274.		
		Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority received in PCT/US04/30073 (13 pages).	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
		Current claims from corresponding case PCT/US04/30073.		
Examiner		Date Considered 1 0.015		

Signature	/Donaid Champagne/		00/12/2009
*Examiner: Initia	al if reference considered, whether or not citation is in conformance with MPEP 609	Draw line through citation if not in	conformance

and not considered. Include copy of this form with next communication.

Unique citation designation number. ²Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement his form is stimated to take 2 hourset to complete. Time will vary depending upon the needs of the midvidual case. As Comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Tradera's Officer, Washington, CZ 0231. ON OVT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, CZ 0231.